

# 6 95-41

EX PARTE OR LATE FILED

**Oldies**  
**103.5 WASE**  
**25,000 Watts**

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RECEIVED

October 5, 1995

OCT 23 1995

Commissioner Rachelle B. Chong  
Federal Communications Commission  
Room No. 844  
1919 M. Street, N.W.  
Washington, DC 20554

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Dear Commissioner Chong:

I urge you to give more consideration to the real-world impact that Satellite DARS will have to the radio industry.

As a small market broadcaster, it is already very difficult to operate with a profit. As the enclosed ARB County Report will indicate, the seven non-metro stations that serve Hardin County are only able to get approximately 30% of the listeners while nearly 70% of listening is to stations outside this market. I can tell you that all the local stations are struggling to get audience and sell enough advertising to pay their bills. In fact, most of the stations in this small market are losing money and will not survive without consolidation. In addition, there is competition for the advertising dollars from newspaper, cable tv, billboards and direct mail.

Truly, we will not survive if in addition to the already existing competition, there are an additional 80 to 100 national radio channels available to Hardin Countians in the workplace, their homes and their cars!

Radio stations like mine, the communities they serve, the thousands of people who earn their living working at stations or related businesses, students at universities that are being educated for a career in radio and individual minorities who will never be able to own and operate a direct digital satellite service will be the losers with Satellite DARS.

The loss of stations serving communities like mine would mean the loss of public service that only local radio stations provide. Satellite DARS will never air programming specific to Hardin County, Kentucky such as local psa's, school information, public affairs and local news. In addition, no one from Satellite DARS will ever personally serve on the various boards and organizations that the local broadcaster serves.

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I urge you to consider the destructive impact of Satellite DARS on small-market radio. Is Satellite DARS with 80-100 national channels more desirable than the thousands of small-market radio stations across the nation who serve their communities with local programming and local involvement?

The feelings stated are not from a corporate proponent of Satellite DARS. Instead, they come from my real-world experience of nearly 30 years in small-market radio, starting out as a \$1.40 per hour announcer while working my way through college and then later realizing my dream of station ownership.

Sincerely,

A handwritten signature in cursive script that reads "Bill Walters".

Bill Walters

President

W & B Broadcasting, Inc.

# Radio County Coverage 1995 Edition Fieldwork Conducted 1994 County Report

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## KENTUCKY

COUNTY:  
HARDIN

HOME RADIO METROS:

POPULATION 12+: 73,500

IN-TAB: 155

TELEVISION DMA:  
LOUISVILLE

ETHNIC WGT: NONE

METRO(S) STATION COUNTY/STATE OF LICENSE			MONDAY - SUNDAY 6AM - MID					MONDAY - FRIDAY 6AM - 7PM				
			CUME (00)	RTG	AQH RTG	SHR	CTY SHR	CUME (00)	RTG	AQH RTG	SHR	CTY SHR
LOUISVILLE												
WAMZ-F	JEFFERSON	KY	299	40.7	4.6	29.6	10.8	272	37.0	5.3	27.3	9.3
WAVG-A	JEFFERSON	KY	12	1.6	-	-	-	7	1.0	.1	.7	1.6
WDJX-F	JEFFERSON	KY	103	14.0	1.9	12.2	11.3	95	12.9	2.3	11.9	11.5
WFIA-A	JEFFERSON	KY	11	1.5	.1	.9	16.7	11	1.5	.1	.7	11.1
WGZB-F	HARRISON	IN	45	6.1	.5	3.5	5.0	38	5.2	.8	4.2	6.5
WHAS-A	JEFFERSON	KY	40	5.4	.3	1.7	.9	40	5.4	.5	2.8	1.2
WOMF-F	CLARK	IN	139	18.9	.5	3.5	5.0	90	12.2	.5	2.8	3.8
WTFX-F	JEFFERSON	KY	181	24.6	1.8	11.3	13.0	166	22.6	1.5	7.7	9.6
WVEZ-F	JEFFERSON	KY	46	6.3	.4	2.6	3.8	41	5.6	.5	2.8	3.6
METRO SHARE CONTRIBUTION						65.3					60.9	
NON-METRO												
WASE-F	HARDIN	KY	131	17.8	1.6	10.4	85.7	98	13.3	2.4	12.6	85.7
WGGC-F	BARREN	KY	12	1.6	-	-	-	7	1.0	-	-	-
WIEL-A	HARDIN	KY	20	2.7	-	-	-	16	2.2	.1	.7	100.0
WKHG-F	GRAYSON	KY	10	1.4	-	-	-	10	1.4	-	-	-
WKMO-F	LARUE	KY	93	12.7	1.5	9.6	68.8	89	12.1	2.2	11.2	66.7
WOXE-F	HARDIN	KY	152	20.7	1.2	7.8	90.0	130	17.7	1.8	9.1	86.7
WRZI-F	HARDIN	KY	27	3.7	.3	1.7	100.0	19	2.6	.3	1.4	100.0
NON-METRO SHARE CONTRIBUTION						29.5					35.0	
OTHERS						5.2					4.2	
COUNTY TOTALS												
			CUME (00)			720		CUME (00)			712	
			CUME RTG			98.0		CUME RTG			96.9	
			AQH (00)			115		AQH (00)			143	

OFFICE OF COMMISSIONER RACHELLE B. CHONG  
Federal Communications Commission  
1919 M Street, N.W., Room 844  
Washington, D.C. 20554  
Telephone: (202) 418-2200  
Fax: (202) 418-2820

October 20, 1995

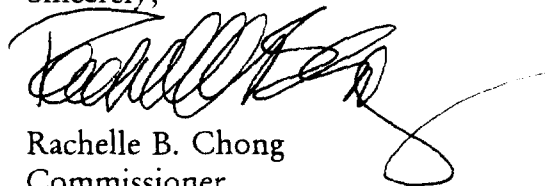
Bill Walters  
President  
W & B Broadcasting, Inc.  
P.O. Box 2087  
Elizabethtown, KY 42702

RE: Satellite DARS

Dear Mr. Walters:

Thank you for your letter of October 5, 1995 expressing your views on Satellite DARS. I will certainly take your letter into consideration when I make my final decision on the matter.

Sincerely,



Rachelle B. Chong  
Commissioner

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